

the dancecurrent

canada's dance magazine

2020-2021 MEDIA KIT

Inclusive of all genres, *The Dance Current* is the only multi-media platform representing the art and culture of dance across Canada. We are especially attentive to equity.

readership

Readers choose us because we represent equity and inclusion in our coverage of dance across Canada; we contribute to critical conversations; and, we are relevant and current with our content.

The Dance Current reader is predominantly female-identified, metropolitan located, university educated and between 25-44 years in age. Our readers regularly purchase tickets to cultural events, exhibitions and attractions and spend, on average, 1-3 hours consuming media across our platforms.

Our readership includes dance artists, choreographers, educators/teachers, audience members, researchers, students, producers/presenters, photographers, academics. Articles mobilize knowledge on health, training and productions to help our readers stay further on trend.

circulation

The Dance Current magazine is published bi-monthly in 2020.

In 2021, the magazine will be published quarterly.

publication

The Dance Current is published by Dance Media Group / Groupe Danse Média, a registered charitable organization: 85356 1538 RR0001

vision

An informed and engaged dance sector and public(s)

**Our readers describe us as
thoughtful, engaging and informative**

The Dance Current magazine

- 6 issues/year distributed nationally and internationally
- Core and pass-along readership of 2,600 +
- Digital editions: hyperlinked to all issue contributors

thedancecurrent.com

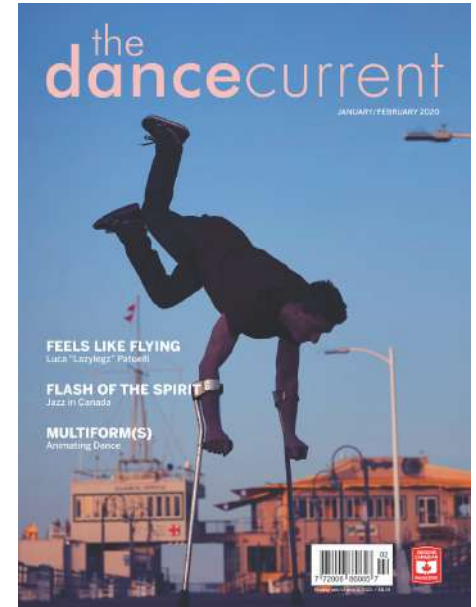
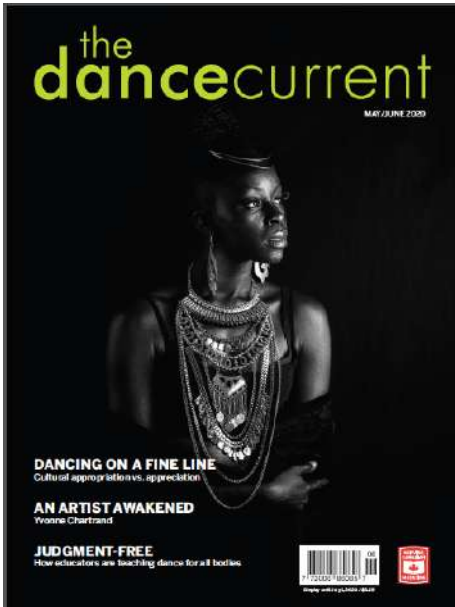
- Daily online content
- 16,000 + Monthly Unique Visitors
- 50,000 + Monthly Page Views

e-current newsletter

- Monthly Distribution
- 2,600 + verified subscribers
- 36% open rate: exceeds the industry standard

social media

- Weekly content
- 11,500 + followers



Canada's only dance magazine -
The Dance Current - circulates
 unparalleled coverage
 on dance in and across Canada.



PRINT

As the only print dance magazine in Canada, we hold a responsibility with our media. Each magazine includes artist profiles, interviews, feature articles, opinions and critical commentary from people in the profession, plus event highlights to keep readers informed about upcoming performances. 92% of our readers keep or pass-along their magazines.

COVER/ FULL PAGE
8.125" x 10.875"
(PLUS 0.125" BLEED)

FINAL SIZE 8.5" x 11"

1/2 PAGE
7.5" x 4.875"

For shape and orientation reference.
Not to scale.

1/3 PAGE
7.5" x 3.125"
HORIZONTAL

1/6 PG
2.375" x 4.875"

1/12 PG
2.375" x 2.375"

1/3 PG
2.375" x 10"

1/3 PAGE
4.875" x 4.875"
SQUARE

VERTICAL

45%
more readers
remember
colour ads

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Back Cover
Inside Cover
Full Page
1/2 Page
1/3 Page
1/6 Page
1/12 Page

Full Page BW
1/2 Page BW
1/3 Page BW
1/6 Page BW
1/12 Page BW

**1
issue**

850
795
725
480
365
240
165
560
370
280
185
110

Loyalty (frequency) discounts:
The more ads you book in one booking,
the more you save!

**2+
issues**

**4+
issues**

810
755
690
455
345
230
140
530
350
265
175
105
n/a
n/a
640
420
320
210
120
490
325
245
160
100

ISSUE

July/Aug '20
Sept/Oct '20
Nov/Dec '20
Jan/Feb/March '21
Apr/May/June '21
July/August/Sept '21
Oct/Nov/Dec '21

BOOKING

April 20
June 20
August 20
October 20
January 20
April 20
July 20

ARTWORK

April 25
June 25
August 25
October 25
January 25
April 25
July 25

NEWSSTAND

July 1, 2020
September 2, 2020
November 4, 2020
January 6, 2021
April 7, 2021
July 7, 2021
October 6, 2021

Deadlines falling on weekends/holidays are extended through to the next business day.

Rates do not include GST/HST. International clients are exempt from tax. Agencies, please add 15%.
From an equity group? Or an organization serving equity group(s)? Receive print colour ads for B+W rates.

DIRECTORIES

Directory listings are 60-words and can be purchased for \$70 each.
The Dance Current offers complimentary text listings only when a print ad is also purchased prior to the booking deadline.

AUDITION

1. Nov/Dec 2020 issue
2. Fall 2021 issue
(Oct/Nov/Dec'21)

SUMMER DANCE

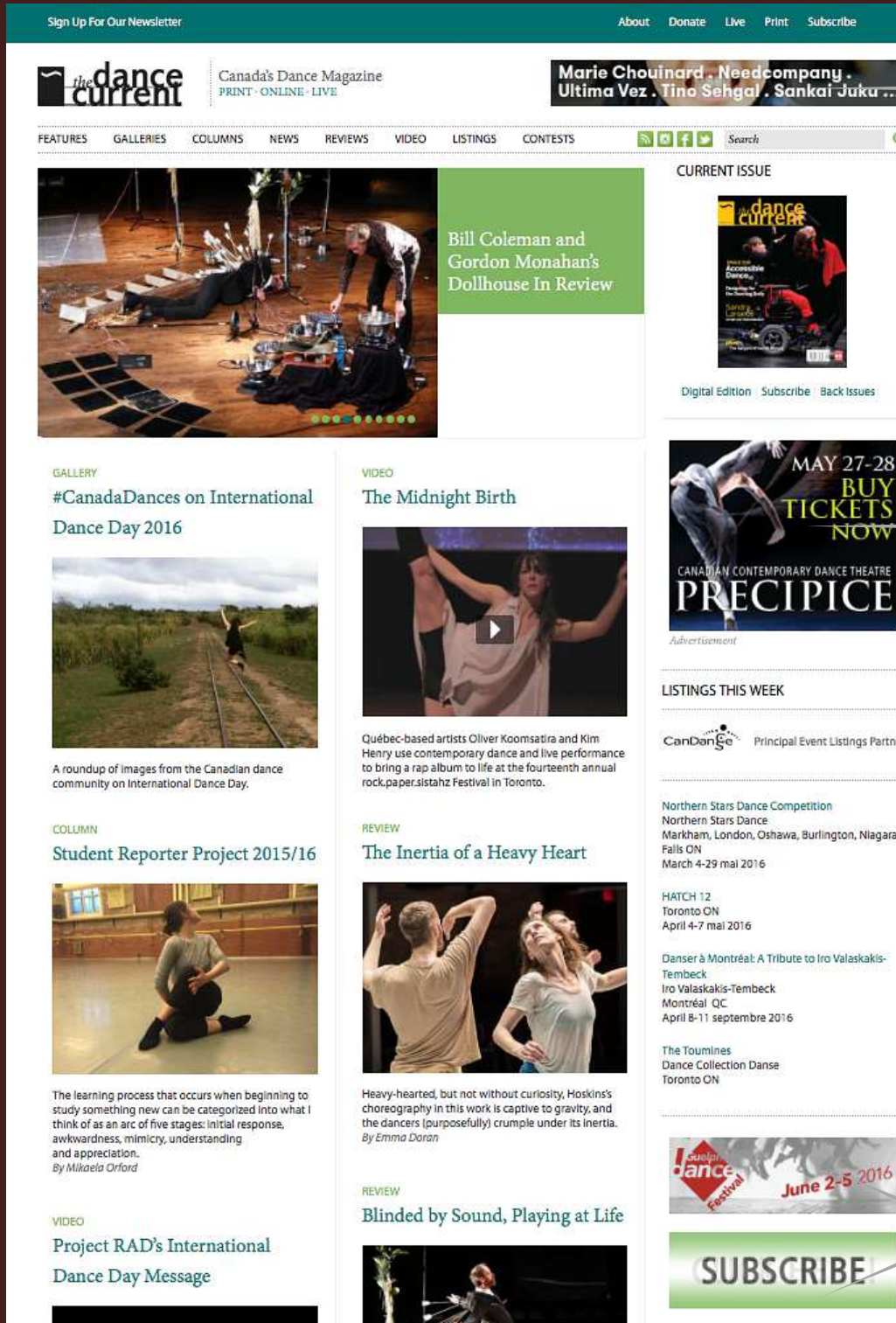
Spring 2021 issue
(April/May/June'21)

BACK TO SCHOOL

Summer 2021 issue
(July/Aug/Sept '21)

DIGITAL

thedancecurrent.com



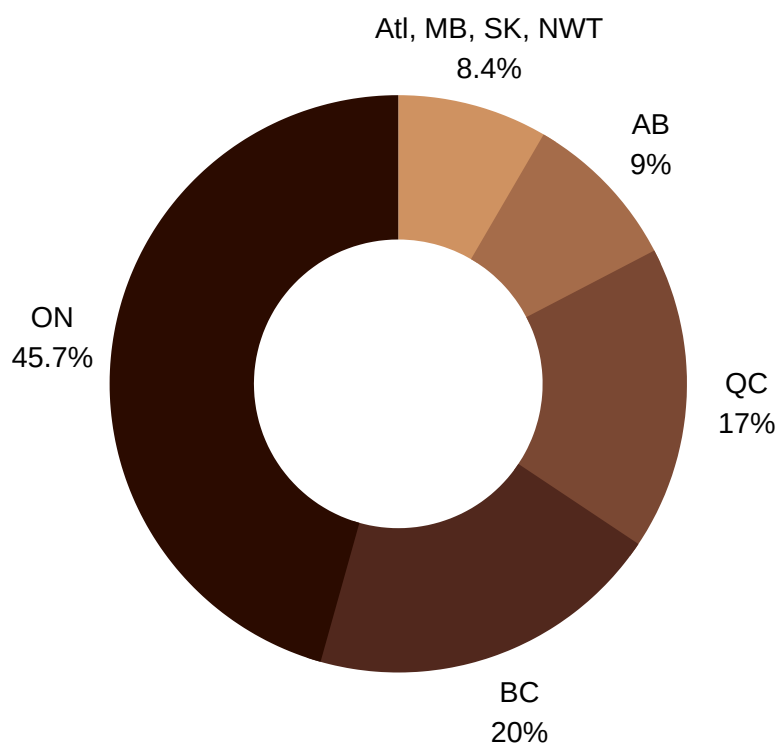
leaderboard
468 x 60 pixels
App sized: 300x50 pixels

medium rectangle
(above fold)
300 x 250 pixels

small rectangle
300 x 100 pixels

Ads are 72 DPI + linked to the URL of your choice. Animated gif files accepted!

DIGITAL READERSHIP
BY PROVINCE (%)



MONTHLY WEB RATES (\$ PER AD)

	2-wks	1x	2-4x	5-9x	10-12x
Leaderboard	225	435	425	405	385
Medium Rectangle (above fold)	185	315	305	290	275
Small Rectangle	130	220	210	200	190
Medium Rectangle (below fold)	155	265	260	245	235

The same ad can run in the one placement for no longer than 4 consecutive months.
Want shorter or longer or targeted exposure? We can prorate pricing to fit your needs.

DIGITAL AD BOOKING SCHEDULE LOCATED ON PAGE 8

DIGITAL

e-current newsletter



**Tall Banner
(top spot)
180 x 300 pixels (px)**

Distributed
on the first
Wednesday
of each
month

**Tall Banner
180 x 300 pixels**

Acceptable
file formats:
72 DPI
.jpg, .png, .gif

**box banner
180 x 150 pixels**

MONTHLY AD RATES (\$ PER AD)

	1x	2-4x	5-9x	10-12x
Tall Banner (top spot)	215	210	200	190
Tall Banner	195	190	180	170
Box Banner	95	90	85	80

Ads are linked to the URL of your choice + Animated gif files accepted!

DIGITAL

deadline schedule

MONTH	BOOKINGS	ARTWORK	E-CURRENT DISTRIBUTED
June	May 20	May 25	June 3, 2020
July	June 20	June 25	July 1, 2020
August	July 20	July 25	August 5, 2020
September	August 20	August 25	September 2, 2020
October	September 20	September 25	October 7, 2020
November	October 20	October 25	November 4, 2020
December	November 20	November 25	December 3, 2020
January	December 15	December 20	January 6, 2021
February	January 20	January 25	February 3, 2021
March	February 20	February 25	March 3, 2021
April	March 20	March 25	April 7, 2021
May	April 20	April 25	May 5, 2021
June	May 20	May 25	June 2, 2021

Have a message to send mid-month?

Ask us about our additional email newsletter advertising opportunity:

advertise@thedancecurrent.com

digital contests

Full month (\$1000)

Includes stand-alone web page with homepage recognition, an e-current newsletter text block; and **four** social media posts.

Two-week (\$500)

Includes stand-alone web page with homepage recognition and **two** social media post.

CAMPAINS

85%

of readers say they are more inclined to buy when advertisements appear on both print and digital platforms

Please email advertise@thedancecurrent.com with your advertising budget to find the best deals across platforms.

TERMS

Booking

All details must be confirmed at time of booking. Agent fee incl. Client must confirm a booking by signing an ad estimate/agreement emailed by *The Dance Current*. The ad estimate/agreement is not an invoice.

Rebooking

Any change requested thereafter will be subject to a rebooking fee, in addition to any pricing differential. Any and all rebooking fees are subject to applicable taxes.

Cancellation

If a contracted booking is cancelled prior to printing or posting, there will be a service charge of 15% on the booking. This charge is subject to applicable taxes. If a booking is cancelled during the proofing stage, client must still pay the full bill.

Payment

Payment is due upon receipt of the first invoice. A 1.5% monthly interest fee will be added and accrued to any outstanding invoice. Cheque, credit card and e-transfer payments accepted.

Improper Format

If artwork is not submitted in the required formats (as outlined in your signed ad estimate/agreement), *The Dance Current* is not responsible for damages arising out of errors for which it is responsible in regards to graphics, composition or non-insertion, beyond the amount charged for the particular advertisement in which the error occurred.

Standards

The Dance Current maintains policies separating editorial from advertising. *The Dance Current* reserves the right to refuse any advertisement that might be considered offensive or misleading or compromise the editorial integrity of our platforms.

Copyright

It is the sole responsibility of the client to acquire all required permissions before using copyrighted material. If *The Dance Current* is involved in any way in production and/or the composition of the advertisement for the client, then the client agrees that it will not publish the advertisement in any other publication without consent from *The Dance Current*.

CONTACT

advertise@thedancecurrent.com
416-588-0850 | 1-800-891-7019